



BEST OF BUSINESS

The Hardest Thing About Being a Cannabis Business Owner Is...

- A.) Staying on top of trends and being noticed amongst competitors
- B.) Hiring good employees
- C.) Protecting against various loss--theft, floods, fire, broken equipment, plant pests, crop shortage, delayed deliveries, etc.
- D.) Having quality product and having product that people want
- E.) Creating/publishing advertisements
- F.) Communicating with landlords/tenants
- G.) Other

[TELL US ABOUT IT HERE](#) and we'll see about creating a blog to open some doors!

Let's Weed Out Crime

October is Crime Prevention Month and Cybersecurity Awareness Month. Let's review some ways that you and your employees can keep safe. Get tips regarding robberies, cybercrime, and [more](#).

Why Do People Like Edibles?

If a customer were to ask you what are some reasons that people like edibles, what would you say? Having a handful of quid pro quos can help sell product.

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What Happens in Vegas...

There was a recent 5-1 vote for Las Vegas cannabis lounges. 20 lounge licenses are planned to issue in October. But, city codes must be amended first.

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Seasonal Product Offerings

How do you drive customer interest to your door during the different seasons? Cannabis is a competitive market and seasonal product offerings need to spark interest. Get some tips from big players.

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Canada Reviews Legalization

In 2018, Canada legalized adult-use cannabis. Fast forward to 2022, and a review study is in the works to evaluate legalization impact on the community, economy, and youth.

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Don't Ignore Cybersecurity

Cannabis companies are particularly attractive to cybercriminals. **Why?** Well...

1. Being in a newer market, cannabis businesses are always evolving and changing. This also means there are more cracks in the overall system, as well as an individual business' structure, for criminals to take advantage of.
2. Additionally, its federally illegal status makes it a target to acquire information about employees, consumers, and vendors.
3. Smaller/newer marijuana companies tend to not have an IT staff member and/or practice the best cybersafety measures.
4. Many stores have customer medical information.

And, there are more reasons than these four. View more [here](#). Also, remember: precautions help you avoid attacks, but insurance helps protect you if the inevitable happens. Ask your Mosaic agent about [cyber insurance](#).

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